

# The Billboard

25 Cents

The World's Foremost Amusement Weekly

MAY 2, 1942

Vol. 54. No. 18



## KATE SMITH RADIO'S FIRST LADY

"Kate Smith Speaks"  
Heart Daily Monday Thru  
Friday Over CBS

"Kate Smith Hour"  
Broadcast Weekly on Friday  
Evenings Over CBS

Recording for  
Columbia Records

STARTING HER 12TH  
CONSECUTIVE YEAR ON  
COLUMBIA  
BROADCASTING  
SYSTEM



THE ONE AND ONLY

# KATE SMITH

PRESENTING HER LATEST RECORD RELEASES  
ON THE COLUMBIA LABEL

36552 I THREW A KISS IN THE  
OCEAN  
SOMEBODY ELSE IS TAKING  
MY PLACE

36577 ONE DOZEN ROSES  
A SOLDIER DREAMS  
(Of You Tonight)

36540 THIS TIME  
THE MARINES' HYMN

36569 WE'LL MEET AGAIN  
THERE ARE RIVERS TO CROSS  
(Before We Meet Again)

36511 THE STAR-SPANGLED  
BANNER  
AMERICA, I LOVE YOU

36514 WHEN THE ROSES BLOOM  
AGAIN  
SHE'LL ALWAYS REMEMBER

36468 I DON'T WANT TO WALK  
WITHOUT YOU  
THE SHRINE OF ST. CECILIA

36448 ROSE O'DAY  
(There'll Be Bluebirds Over)  
THE WHITE CLIFFS OF DOVER

Kate Smith on the Air—CBS every Friday, 8-9:55 p.m. Eastern Time, Sponsored by Grape Nuts and Grape Nuts Flakes. Rebroadcast for Pacific Coast: 12 Midnight, Eastern Time.













**HAROLD E. FELLOWS**, general manager, and **WALTER J. MURPHY** (right), director of publicity, WABC, Radio, former Regional Sales Division.



**WORN HAMER**, general manager, and **JOE FARRIS** (right), director of publicity, WABC, Radio, former Regional Sales Division.



**LYNNE E. MCPART**, managing director, and **JOE FARRIS** (right), director of publicity and merchandise, WABC, Radio, former Regional Sales Division.



**WORN HAMER**, general manager, and **JOE FARRIS** (right), director of publicity and merchandise, WABC, Radio, former Regional Sales Division.

Devoted attention of the short-staffed publicity department.

Since November 1, 1941, none exploitation, arranged, for instance, for RCA-Victor, company which makes records of the Philadelphia Orchestra, to take the orchestra's broadcasts via 50,000 dollar tubes, 50,000 dollar studios, etc. RCA has accepted these activities in the line of exploitation; but in the main it has been left to others to promote.

## Clear Channel Stations NBC-KFO Wins

Most lately concerned events in The Billboard's Fifth annual Radio Exploitation Contest, which was held by the Clear Channel Division, NBC-KFO, San Francisco, was awarded top spot, with second place going to KGO, San Francisco, and third to KGO, San Francisco.

The winning entry included exploitation activities in the interests of both KGO and KFO, which were awarded and also within the scope of the contest. KGO was awarded top spot, with second place going to KGO, San Francisco, and third to KGO, San Francisco.

At KGO, which was awarded top spot, the winning entry included exploitation activities in the interests of both KGO and KFO, which were awarded and also within the scope of the contest.

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## NBC-Central Left Handers Org Finds Southpaw Stripper

Entry submitted by the NBC-Central Division, which operated WABC and WABC during 1941, did not take as much this year, but certainly was not as good as the previous year. One of the most surprising and interesting was from NBC's Regional Division in April, 1941, of the National Association of Broadcasters, which was awarded top spot, with second place going to KGO, San Francisco, and third to KGO, San Francisco.

In addition to these and other activities, the NBC-Central Division, which operated WABC and WABC during 1941, did not take as much this year, but certainly was not as good as the previous year.

entry was submitted, often apparently as a wide appeal and variable nature of the different exploitation activities, making a variety, frequently and irregularly found in a single submission.

**Publicity Follow-Through**  
Most successful in connection with the NBC-KFO campaign, during the past year was the heavy attack upon the public, in the form of a weekly group within the general public, was facilitated by the available relations between NBC-KFO and San Francisco newspaper interviews. This promotional relation, whereby the public relations and the NBC-KFO campaign, during the past year was the heavy attack upon the public, in the form of a weekly group within the general public, was facilitated by the available relations between NBC-KFO and San Francisco newspaper interviews.

NBC-KFO's exploitation in connection with the NBC-KFO campaign, during the past year was the heavy attack upon the public, in the form of a weekly group within the general public, was facilitated by the available relations between NBC-KFO and San Francisco newspaper interviews. This promotional relation, whereby the public relations and the NBC-KFO campaign, during the past year was the heavy attack upon the public, in the form of a weekly group within the general public, was facilitated by the available relations between NBC-KFO and San Francisco newspaper interviews.

**Duplet Was Jitters**

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speakers and public broadcasts. All in all, a good-looking job, imaginative, and in the opinion of The Billboard judges, tops in the Clear Channel Division.

## WLW Second

WLW, Charleston, 30 years ago in the nation's outstanding presentation of the art of exploitation, has earned second place in the Clear Channel Division of The Billboard's Fifth annual Radio Exploitation Contest.

The station through the year earned an excellent average of "most" exploitation, leading the field out to meet the challenge, and maintaining its position to its top rank stations. WLW-KFO, WLW never lost an opportunity to continue its position to its top rank stations. WLW-KFO, WLW never lost an opportunity to continue its position to its top rank stations.

Station has always been outstanding in exploitation via talent on its local radio station. In 1941, and 1942, the station through the year earned an excellent average of "most" exploitation, leading the field out to meet the challenge, and maintaining its position to its top rank stations.

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## Farm Service

From the standpoint of service, however, the station's top rank station is the operation of "Farm Service," giving proof that the station can provide what is needed by the farmer and his family to the station's top rank station.

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## WSM Citation for Exploitation on War Effort; Reflects Attitude of Radio

WSM, Nashville, Tenn., was awarded a special citation for station exploitation in relation to the war effort, stations which submitted, yet other in making, the station's top rank station is the operation of "Farm Service," giving proof that the station can provide what is needed by the farmer and his family to the station's top rank station.

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## Strand, New York

(Reviewed Friday Evening, April 24)

The a lot of attractive review are being this week, the show goes better on the program. One of the stars is Lawrence, Jr., one of the funniest in show time, however, as his should be.

Jessie Cooper does a p. n. and opening night got a sympathetic reaction. Let it be said, but his partner in writing is much like him. Like a cross between Skipper and Harry Adams, grown up and twisting down the street. The show is a mix of the small full bill, and only Cooper's sparkling personality saved him. After the second-night gagging for about a turn of the program, which is very good, but not. Audiences enjoyed his best, best.

Joe Lyons has his hand in with some major material, but one's performance in revealing, there show with Jerry Brown and also show a good mix of a program of Melodrama in the show. Very satisfactory and unimpaired. A Comedian in a somewhat better. Applause for all was on the wild side.

George Hender goes thru his agile leg routine in a comedy act, which is good and does not miss with the comedian. Well delivered and material also from enough to get over.

Alonso does a very humorous routine, one of the first three of their show, with two such comic staff and other material that ought to be turned off with comic burlesque on Let the Rhythm Be in Your Feet, with lots of dancing music and lots of laughter of various rhythms. There goes in to an "impression" of a Negro grove meeting, which is a bit more and usually good. Wind up with a song which the audience are not concerned with the song or rhythm, which is a bit of Jack Armstrong, also. Amusing the show, but not in their routine, as it should not be in the show. They draw some laughs, but can do better.

The three ladies here will with their knowledge of dance. Exchanging the show, then bill, re-appearing and the knowledge of long dance. Here have it, Betty Sherman, Lynn's dance, went on to Perspice and Miss Tina in dramatic fashion. When not too true, but expression in show and is strong on the side.

Rose Blase, other funny dancer, other, rather large, wearing of Little Corbin, Somebody Else Is Taking My Place and something called Fly, Men, in which dance lighting is used, but the show and make up is satisfactory. They draw some laughs, but can do better.

B. A. O. opening night.

Book Chapter.

## Chicago, Chicago

(Reviewed Friday Afternoon, April 24)

For several years now Wayne King has been leading up in the house with a brilliant reputation, bringing a head start that is far above the ordinary. The new show is a company of his brilliant trained organization, which is still au-

Hal

THE BILLBOARD

1564 Broadway, New York City

RAY

BOURBON

10th Street at the Plaza.

CHEZ BOHME

2000 Broadway, New York City

Phonograph and Radio

WOLFE

"PSYCHIC WONDERS"

"LIVE OR DIE" and "DOOM" (LIVE OR DIE)

10th Street at the Plaza.

CHEZ BOHME

2000 Broadway, New York City

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CHEZ BOHME

2000 Broadway, New York City

## Vaudeville Reviews

(Reviewed Friday Evening, April 24)

ing in headstrongly by adhering to the street and boulevard.

The music is a very good commercial and popular, but the show is a

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# A \$500.00 WAR BOND

Will Be Presented to Anyone Providing Conclusive Proof That Any Member of

## THE MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

Has Violated That Section of Its Constitution Which Reads as Follows:

### Article VII—Violations

Section 1. It shall be a breach of faith and detrimental to the welfare of this Union for a member to commit any one or more of the following acts, all of which are hereby prohibited:

(a) To give any gratuity or make any promise of reward for the purpose of inducing any band leader or other person to permit the rendition of any published composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuge for the purpose of committing this primary evil in our industry, or to make or arrange radio programs for leaders, singers, etc. The Executive Council in its discretion shall have authority to determine the facts concerning such alleged violation and complaint.

ALSO

# A \$500.00 WAR BOND

To Anyone Providing Information Acceptable to a Board of Arbitration as Proof Conclusive That Any

## MUSIC PUBLISHER, FIRM OR CORPORATION

Has Violated Either Section Eight or Nine of Their Fair Trade Agreement With the Union Which Reads as Follows:

### THE EMPLOYER AGREES

Eighth: That the employer will not give or offer any gratuity or make any promise of reward, or make any loan or engage in the wholesale purchase or distribution of commercial records, commonly known as transcriptions, paid for by the employer or to the cost of which said employer has directly or indirectly contributed (except that labeled commercial records purchased in stores or from the phonograph companies may be distributed), for the purpose of inducing any band leader or other person to permit the rendition of any composition, whether to be sung or played, or to directly or indirectly participate in negotiations for such purpose, or to engage in any schemes or subterfuge for the purpose of committing this practice, which is declared to be the primary evil in the music publishing industry.

### THE EMPLOYER AGREES

Ninth: That the employer will not make or arrange radio programs for leaders, singers, managers of bands, etc., or back or support financially any band leader, singer, booking agent or manager of same, etc., in connection with the music publishing industry, or invest in or enter into any partnership or corporate relationship, directly or indirectly, with any such person or agencies, for the purpose or with the intention of securing advantage thereby in the exploitation of any songs of said employer, or of said partnership or corporation, or invade in the practice commonly known and designated in the industry as cutting, or do or make special arrangements for band leaders, singers, booking agents, managers of bands, band representatives, or others, or make extractions from special arrangements or scores for such band leaders, singers, booking agents, managers of bands, band representatives or others, or directly or indirectly seek to induce the members of the Union or any other persons to engage in the practices herein condemned.

★ **THERE IS NO PROPER REASON WHY FAIR TRADE PRACTICES AND DECENT RELATIONSHIPS SHOULD NOT EXIST IN OUR INDUSTRY; WE ARE ENGAGED IN LEGITIMATE ENTERPRISE; WE ARE MAKING A GENUINE CONTRIBUTION TO THE BUILDING AND MAINTENANCE OF BOTH CIVILIAN AND MILITARY MORALE, WHICH IS ESSENTIAL IN FOSTERING THAT NATIONAL UNITY WHICH ALONE CAN INSURE VICTORY TO OUR COUNTRY IN ARMED STRIFE; THERE IS ROOM IN OUR INDUSTRY FOR THOSE WHO WANT TO CONDUCT THEMSELVES DECENTLY AND HONESTLY; FOR OTHERS OUR FIELD IS TOO SMALL.** ★

## MUSIC PUBLISHERS' CONTACT EMPLOYEES UNION

Local 22102, 1270 Sixth Avenue, New York

Chartered By and Affiliated With

## THE AMERICAN FEDERATION OF LABOR

EFFECTIVE APRIL 22, 1942















**PENNY PITCH GAMES**  
 100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

**PARK SPECIAL WHEELS**  
 10¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

**BINGO GAMES**  
 10¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

**SLACK RING CO.**  
 100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## ASTRO FORECASTS AND ANALYSES

**1942 ASTRO READINGS ALL COMPLETE.**  
 100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## NEW DRUM BOOK

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## SIMMONS & CO.

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## POPCORN

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## HUBERT'S MUSEUM

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## SECOND-HAND SHOW PROPERTY FOR SALE

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## WANT WANT OZARK SHOWS

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

## WANT WANT SPECIAL AGENT, BELLPORTER, MUST HAVE CAR, PREFER ONE WITH SOUND.

100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

**J. F. SPARKS SHOWS**  
 100¢ per game, 10¢ per 100¢ game.  
 100¢ per 100¢ game, 10¢ per 100¢ game.

# Midway Confab

(Communications to 25-27 Opens Place, Cincinnati, O.)

**FRUIT in.**

JOHNIE BROWN'S show recently at Cincinnati, Mo., was William Henry Kelly.

**REV. SAMUEL WILLIAMS**, confined to bed, is stationed at Camp Hill, Pa.

**CHAS. RICHARD ORANTY**, formerly with Johnny J. Jones Exposition, is stationed at Camp Hill, Pa.

**THEY'RE still looking.**

**E. B. WALKER** advised from Meriden, Conn., that he has signed an agreement with All-American shows.

**JACK HALL**, not content with his position, visited The Billboard Cincinnati office last week.

**HELEN MCKINNEY** and **ONE MCKINNEY**, again, have returned to Johnny J. Jones Exposition.

**FRUIT of May**, recently looking the prospects for this business.

**CHARLES GOLDING** has signed his new contract with the Golden Show for 1942.

**JOHNIE FEAR** has recently shown in Chicago, Ill., recently in N. D. (Windy) Exposition with his stand.

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1117-1118, 1119-1120, 1121-1122, 1123-1124, 1125-1126, 1127-1128, 1129-1130, 1131-1132, 1133-1134, 1135-1136, 1137-1138, 1139-1140, 1141-1142, 1143-1144, 1145-1146, 1147-1148, 1149-1150, 1151-1152, 1153-1154, 1155-1156, 1157-1158, 1159-1160, 1161-1162, 1163-1164, 1165-1166, 1167-1168, 1169-1170, 1171-1172, 1173-1174, 1175-1176, 1177-1178, 1179-1180, 1181-1182, 1183-1184, 1185-1186, 1187-1188, 1189-1190, 1191-1192, 1193-1194, 1195-1196, 1197-1198, 1199-1200, 1201-1202, 1203-1204, 1205-1206, 1207-1208, 1209-1210, 1211-1212, 1213-1214, 1215-1216, 1217-1218, 1219-1220, 1221-1222, 1223-1224, 1225-1226, 1227-1228, 1229-1230, 1231-1232, 1233-1234, 1235-1236, 1237-1238, 1239-1240, 1241-1242, 1243-1244, 1245-1246, 1247-1248, 1249-1250, 1251-1252, 1253-1254, 1255-1256, 1257-1258, 1259-1260, 1261-1262, 1263-1264, 1265-1266, 1267-1268, 1269-1270, 1271-1272, 1273-1274, 1275-1276, 1277-1278, 1279-1280, 1281-1282, 1283-1284, 1285-1286, 1287-1288, 1289-1290, 1291-1292, 1293-1294, 1295-1296, 1297-1298, 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1663-1664, 1665-1666, 1667-1













## American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 29.—American carnivals will forward to the membership group this week a circular letter which covers each member of interest in the association. A number of new orders have been received in the New York district. The circular letter is intended to inform members of the association's activities. It also contains a list of the members of the association who are active in the various districts. The circular letter is intended to inform members of the association's activities. It also contains a list of the members of the association who are active in the various districts.

**A REAL ATTENDANCE**  
**BOILER — AT PARKS,**  
**Fairs and Celebrations**

**HIGH RUSTLING POLE** — **TECHNIQUE**  
**OF THE BOILING** — **SALES FOR LIFE.**

**THE STEREOSCOPE MAN**

**WRITE TODAY FOR DETAILS**

**SALES OF THE LARGEST**  
**STEREOSCOPE MAN**

**SALES OF THE LARGEST**  
**STEREOSCOPE MAN**

**SALES OF THE LARGEST**  
**STEREOSCOPE MAN**

## WANTED FOR ESBMA 20th Annual Fall Festival

Sept. 2 Thru Sept. 7

Legitimate Shows, Rides, Acts,  
Concessions.

HALF MILE LAKE SHOW EXHIBIT  
GROUNDS.

Write

R. W. BLAHA

Secretary

East Side Business Men's Assn.  
1951 Waukegan Street  
Madison, Wisconsin

## WANTED Acts, Concessions, Shows

For Celebration

JULY 2-3-4

CASEY, ILLINOIS

R. H. WILLIAMS

WANTED

For Entertainment, Concessions and Rides

Fulton County Soldiers and Sailors' Reunion

July 25-26 and Aug. 1, 1942, Orem, Utah

Write to LEO CLARKSON, Esq., Orem, Utah

## CARNIVAL WANTED

For Entertainment, Concessions and Rides

Fulton County Soldiers and Sailors' Reunion

July 25-26 and Aug. 1, 1942, Orem, Utah

Write to LEO CLARKSON, Esq., Orem, Utah

WANTED FOR

American Legion Celebration

July 25-26 and 30

Concessions and Rides. Write PAUL ROFF, Esq., American Legion, Louisville, Ky.

America is a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

concerned with him in the past, we find that as a result of the intensive program planned for 1942, including the membership drive, he has been contacted many times by a host of interested associations on opportunity to show members to the various districts. He has been contacted many times by a host of interested associations on opportunity to show members to the various districts. He has been contacted many times by a host of interested associations on opportunity to show members to the various districts.

## Hickman Good Date For Cotton States

REICHMAN, Ky., April 29.—With its rides, shows and concessions appealing good money, Cotton States Show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

Spencer Smith has two brother, Jimmy Smith, Ky., and Jack Smith, Ky. Mr. Smith is a member of the show. Mr. Smith is a member of the show. Mr. Smith is a member of the show.

## Spontaneous Events Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEFKER

(Communications to 25 Open Place, Cincinnati, O.)

## Miss Argemum Cuts Three Program Features

MINNEAPOLIS, April 29.—Three of Minnesota Argemum's major events have been dropped from the third annual program which will take place on "Victory" these two days. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

A general Argemum program for the year is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

## Swift Current Club Maps Plans for Frontier Days

SWIFT CURRENT, Sask., April 29.—The Swift Current Club, which annually sponsors the Swift Current Frontier Days, has announced that it will hold the annual July 4th celebration in Swift Current, Sask. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

## WP Begins 1942 Season in Detroit

DETROIT, April 29.—Word of Pioneer World's Fair, which is being organized by the Detroit World's Fair Association, is being spread in Detroit, Mich., April 29. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

Edward Wall, Detroit, Mich., is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

## Wade's Ride Units Die Okay Despite Weather

DETROIT, April 29.—Despite inclement weather, the Wade's Ride units are expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

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## Shorts

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## Poplar Bluff Debut Good for Baysinger

POPULAR BLUFF, Mo., April 29.—Baysinger Bluff, which is being organized by the Poplar Bluff Association, is being spread in Poplar Bluff, Mo., April 29. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state. The show is expected to be a strong financial aid to the state.

## Shows

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### Crowns Change In 5th Annual Championships

PHILADELPHIA, April 23.—Punk a great National championship of the Junior Boxing Club Operators' Association on April 23-24 in Convention. He is connected with the convention of this city as superintendent of the club. While on tour with his club, crew changed heads and line feet was right with the club and spine. Over 200 of the best quality for the 46-48 inch club on a completed 47.5 inch.

[illegible][illegible]

## Second Title to Wife

[illegible]

REARER: Glenn Jr., Dayton Club, won senior men's free skating this year. This was his second year in second or position and he defeated Robert By Dayton Club, Brian Tavel, Detroit Club was third. Senior pair skating this season went to Ray Louty, Doris Goss Dayton Club, New York. Brian Tavel and Ann Madden, Detroit Club, second; V. Lee, Jr., Maria Black, Detroit Club third. For the first time a senior ice skating title was awarded. Representing Detroit Club, title was taken by David Lee, Louise Moore, William Martin, and Ray Louty. This contest proved popular and it is expected more events will be held next year.

### Amateurs Among Us

For rigors and dense competition, Fred Haggis, Dallas-Fort Worth, Texas, was chief clerk, with 100 members at seven, seven judges, referees, chief timers, lap counters, place judges, assistant chief starters. Judges, for the first time including a large representation of all seven, included:

J. A. Ainsworth, Lexington, Ky.  
 Pittsburg: Duaneville, Ark.; I.  
 and White Club, Amers., 1; N.  
 Army, Penna; Dartmouth, 2; Victor  
 Brown Club, Newark, N. J.; Wilkes  
 Barre Club, Wilkes, N. J.; Dan  
 Club, Thomas Ward, Elmwood, Mass.  
 Club of Boston; Jack Deane, Cocon  
 Club, Holbe, Ill.; Lytle Club, Boston  
 Wash.; Scotts, Campbell, Brown O.  
 Kenneths, Chase, Dayton Club, R.  
 H. Davis, Capital Club, Wash.  
 H. C. George, Iowa, Lytle Club; A.  
 Brown, New York Club; Elmwood, B.  
 Davidson, Club, Camden, N.J.; B.  
 Weaver, Wood H. Penna. Club; C.  
 W. O. Colton, Portland, Ore. Club.

Anthony Meyer, Arena, St. Louis won the all-round national senior men's open championships with a total of 40 points, and secured his first Madison Dash, Chicago, to the crown. Donny V. Lee, Bellevue, Cleveland, a Betty Van Ness, Madison, Chasman, a tied for the same title with 33 points in water under time. Bill Schmitt, Triangle Park, N.J., Dayton, was the all-around intermediate boys' champion with 40 points, with Kenneth Eiler, Forest Hill, St. Louis, copying the lead with 39 points in intermediate all-around. Bobby Joe Hall, Dayton

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[illegible]

## OPS RE-ELECT

—

[illegible]

## Drews and Jack

Dumas, Gustavus Erik, Munciedale.  
Jack Dalton, Green Leeward Bank, Is-  
tor, Pa., and Olympia Hotel, Long-  
Is. Jack M. DeLuna, Baltimore.  
Jend: Mr. and Mrs. Leo Doyle, Re-  
Springfield, Mass.; Skamania, La.  
Mama, Mrs. and Mrs. E. J. Fay, Fair-  
Mama, Mrs. and Mrs. E. J. Fay, Fair-  
Bank, Anderson, Ind.; William J.  
(Thomas), Newark, N. J.; Arthur  
Brylantz, Broadway Hotel, Long Is-  
City, Mr. and Mrs. J. C. Leavelle,  
Indiana, Washington, D. C.; Mr. and  
Fred H. Freeman, 1001 G Street, Wash-  
ington, D. C.; Mrs. Chas. W. Sullivan,  
Shelton, Miss.; Mrs. Wm. M. M.  
Shaw, and Nathaniel Dufferin, Pe-  
Perk, Manhattan South, Monic Ann  
Penny, Ocala (Fla.) Bank, Andover, Ma-  
ssa. Anderson, and Columbia  
Bank, New York.  
Andrew C. and Al Fisher, Wash-  
ington, D. C.; Mr. and Mrs. J. H.

[illegible]

org. Minn.

[illegible]

G. G. Sanders, Fortville Bank, Co.  
Quincy; Mr. and Mrs. James Pettit,  
Farmington, New York; Nathan  
Levy, Queens, N.Y.; William  
C. Collins, Lakeview, Ill.; Dr. Wm.  
McMillen, representing G. L. H.  
Henderson, Oakland, Calif.; Mr. and  
Mrs. A. Weinstock, White Plains, N.Y.;  
Dr. Hollander; Mr. and Mrs. Louis M.  
Lutz, Palmdale (R. J.) Reservoir Co.  
Walter J. Ross, Rancho Buena Vista  
Hotel, Los Angeles; Dr. R. C. Pro-  
wley's Bank, Salt Lake City;  
Wm. Alexander Bank, Spokane;  
J. B. Bond, N. A. Tanager, Chicago;  
Park Bank, Knoxville, Tenn.; K.

STEVENS, H. L.  
Bryn Mawr, Pa.

Also featured satirically were  
members of nonunion exhibits. They  
were set up for 10 exhibitors, in-  
cluding the American Association of  
One Company, Philadelphia, Mass.; Wil-  
liam Bros' Manufacturing Company,  
10111 Ford R. Road, Pleasant  
Brook Shot Manufacturing Com-  
pany, Philadelphia; Sporting Arms, Cam-  
bridge, Mass.; Remington-Union  
Tool & Die Works, Springfield, Mass.;  
Derby State Company, Cleveland;  
M. I. Brown, York; Alvin's Shot &  
Lead, Cambridge, Mass.; Hibernian  
Sporting Arms Company, Cham-  
berlain; Tross, upon record, Mass.  
The exhibit was open to the public  
from 10 a.m. to 5 p.m. on Oct. 2.  
The exhibit was open to the public  
from 10 a.m. to 5 p.m. on Oct. 2.  
The exhibit was open to the public  
from 10 a.m. to 5 p.m. on Oct. 2.

0: \_\_\_\_\_

**REVERE BEACH**  
(Continued from page 41)  
operators and thousands of short available spots in some areas. . . . It can be said there's nothing hot on all fringes in beach business area, but how do . . . Most owners install their own traction, there is very little space rented out. . . . John McQuinn, Providence, opens a summer restaurant and food stand at Bala Street,

**MILWAUKEE.**—County park commission has approved a snake exhibit at the Washington Park Zoo at the request of Zoo Director Henry M. Kirschen. He said he would exhibit the snake himself.



































# Coin Machines

AMUSEMENT . . . MUSIC . . . VENDING . . . SERVICE

*A Department for Operators, Jobbers, Distributors and Manufacturers*

WALTER W. HURD, Editor  
The Billboard, Ashland Bldg., 152 N. Clark St.,  
Chicago, Ill.

## The Will To Win

In girding itself for the future, the coin machine industry can take courage from the spirit and record of coinmen in some of the countries that have been in the war much longer than we. That the industry can stick together and maintain a high rate of efficiency has been amply demonstrated in war times.

Canada has been actively in the war much longer than the United States and in some respects the Canadian industry has gained advantages due to war activities. It was early demonstrated that music machines and amusement games have a special appeal to men in the service and also to workers in industrial plants. Canadian operators felt the pinch of an import ban a long time before the American trade came face to face with priorities orders. During the entire war period the Canadian industry has kept going, has adjusted itself to new conditions and has also contributed its full efforts to helping win the war.

Our last trade reports from France, made near the end of 1941, showed clearly that the havoc of war had almost but not completely destroyed the industry in a nation where it was once prosperous. Our reports did show that ex-coinmen and the few that remained in the business still maintained the fraternal spirit insofar as conditions permitted. That is an encouraging feature about the industry, that no matter how adverse conditions may become, there is a fraternal spirit that still keeps coinmen together in some fashion. Our last report from Paris said that coinmen even managed to get together now and then for a fraternal meeting.

The pathetic picture of France today is enough to stir the American coinmen to the fullest devotion to duty, in the hope that America may soon be able to help deliver a former ally from under the heel of the dictator and also the traitor. Many American coinmen will recall personal friends among French coinmen and also pleasant business relationships as they think of France and French coinmen today.

In England, where the coin machine industry had attained a high state of success, there is a living example of how the trade can carry on under the most adverse conditions of war. News reports have kept Americans well informed of how much destruction has been visited upon

English cities, and yet the coin machine industry carries on with great efficiency. If there is any example that can show what an industry may do under war conditions, it is the example our fellow tradesmen have set in England. Copies of The World's Fair, English coin machine trade paper, still reach American readers, and it is with great interest that they turn to see what news there is about operators and distributors and how the trade is keeping its machines repaired and in good condition.

Our most recent report from London (dated March 30) gave some idea of how being close to the war can finally cut down the trade. Of the 291 sportslands in metropolitan London in 1939 it is reported that only 63 are still in business. That is a concrete picture of how bombings and the other misfortunes of war finally cut down locations, reduce trade and bring a decrease in the business. But in spite of all hardships the English trade is still carrying on and will be ready to come back with a vim when the war is over.

Compared with the hardships which have come to French and English coinmen, we in America expect to have nothing that begins to compare with it. The fact that they keep faith in the future of the industry should be of the greatest encouragement to the American industry, if any should begin to lose hope.

Operators and distributors will have many advantages, along with the disadvantages, and they will be able to keep coin machines in operation and hold the industry together for an early start when better days are here again. Manufacturers will be able to offer a large degree of co-operation even though their plants may be taken over completely for war production. American cities and towns and American industry need the music, amusement and services which the industry has to offer, and the industry can make definite gains in public prestige even in war times.

The industry comes to the critical stage of America's part in the war with a high degree of unity. The industry is united in its purpose to help win the war. The industry in the main depends on operators and distributors to keep coin machines at a high state of efficiency for the duration.



Why trade men to each other as all these propaganda cuts at home which give aid and comfort to the enemy. (Cartoon from The Chicago Sun.)













NO. 37 MAY 2, 1942

## CLEVELAND OPS PICK WINNER



**Elaine Beatty**

Winner Cleveland Operators' Assoc.  
Amateur Contest stage with

## Sammy Kaye

the hit from the new Twentieth  
Century-Fox Pic, "My God Gal"—  
"HERE YOU ARE" Reverse side  
which the song of the hour, "Johnny  
Doughboy Found a Rose in Ireland"  
vocal refrain by Tommy Ryan, Victor  
Record 25970.

★ ★ ★

## T. DORSEY WAXES 3d SHOW STOPPER

from the new M. G. M. movie, "Ship  
Away."



## "I'LL TAKE TALLULAH"

written by T. D. Frank Staters, and  
the Phil Fingers. Reverse side ap-  
proachin' Buddy Rich's drum in "Not  
So Quiet, Please." Victor Record  
21959.

★ ★ ★

## McINTYRE GROOVES IRVING BERLIN SENSATION

"I THREW A KISS IN THE OCEAN"  
(vocal refrain by Penny Parker) com-  
pleted with a cutting of show, sold  
going "Daisy May." Victor Record  
25572.

To help your customers to  
keep going with music—

order these hits from your

## VICTOR RECORD

distributor today

## RECORD BUYING GUIDE—PART 1

Records and Songs With the Greatest  
Money Making Potentialities for  
Phonograph Operators

Records listed below are based on a summary of reports gathered each week  
by representatives of The Billboard from at least four leading operators in each  
of the 10 most important operating centers in the country.

### GOING STRONG

<b>TANGIERINE</b> .....	EMMY DODLEY (The Doo-Dee-Dee) (Glen Miller)	Blackie 4123
Almost every one of the reports this week shows the country dance band's hit "The Doo-Dee" in one of the top machine spots. It is still gathering steves and should be good for a solid week or more of sales-making before other tunes from the same firm take the spotlight.		
<b>DEEP IN THE HEART OF TEXAS</b> .....	ALVINO KYLE (The Saxophone Sextet) Blackie 4124	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
<b>I DON'T WANT TO WALK WITHOUT YOU</b> .....	HARRY JAMES (Helen Parrish) Columbia 3535	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
<b>MOONLIGHT COCKTAIL</b> .....	CLARENCE MILLER (Ray Noble-Mel) Blackie 4125	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
<b>A STRING OF PEARLS</b> .....	CLARENCE MILLER (The Vocal) Blackie 4126	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
<b>SOMEbody ELSE IS TAKING MY PLACE</b> .....	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
<b>JERSEY BOUNCE</b> .....	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	
(This week)	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4123	

### COMING UP

<b>DON'T SET UNDER THE APPLE TREE</b> .....	GLENN MILLER (The Vocal-Mel) Blackie 4127
In first place this week, the title itself looks ready to move into Going Strong with another week's delay or so at its current spot. Miller is still should be good for the picture with the title and looks as if he may continue that way.	
<b>SKYLARK</b> .....	GLENN MILLER (The Vocal) Blackie 4128
Next week we told you to give this song time. It moved into third place this week and looks as if it is ready to make it. It should be strong in the next week where it is in moving along fast. These records should be in the lead, but others are in the running. These may make it.	
<b>MISS YOU</b> .....	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4129
Mostly down market week, this week, and because it isn't doing all right, but rather because it is not reaching the kind of progress one looks for in a Going Strong song. Will probably drop in with disappointment a little while longer and then make a return to its former place.	
<b>A ZOO! SUIT</b> .....	RAY EYER (The Vocal-Mel) Blackie 4130
Moved up a bit this time, but only because there is no one else in the field. It is still in the field of the leading records. It is still in the field of the leading records. It is still in the field of the leading records.	
<b>SLEEPY LAGOON</b> .....	HARRY JAMES (The Vocal) Blackie 4131
Made healthy if unexpected progress this time, and shows some promise of future hit-making. At this writing the three leads listed are in the best position, but there is always a chance that another record will come in to take the lead or make things better.	

<b>WHO WOULDN'T LOVE YOU?</b> .....	RAY EYER (The Vocal-Mel) Blackie 4132
As pointed out in the previous week, this song is still in the field of the leading records. It is still in the field of the leading records. It is still in the field of the leading records. It is still in the field of the leading records.	
<b>HOW ABOUT YOU?</b> .....	EMMY DODLEY (The Doo-Dee-Dee) Blackie 4133
Should be good for the week to come. It is still in the field of the leading records. It is still in the field of the leading records. It is still in the field of the leading records. It is still in the field of the leading records.	

### PART TWO

of the Record Buying Guide showing potentialities and for  
Week's Best Salesmen appears in another page in this department.



NO. 37 MAY 2, 1942

## THE FOUR KINGS RIDE AGAIN



with the first vocal-led rendition  
of "JERSEY BOUNCE." Reverse  
side—"HEAVENLY HIGHWAY."  
Blackie Record B-1122.

### Other Jersey Bouncers—

Shop Fields on B-1149  
Earl Hines on B-1120  
Jan Savitt on Victor-2160

★ ★ ★

## "MY LITTLE COUSIN" TOPS BY JOAN MERRILL



The song that's sweeping the Maine  
gets de luxe vocal specially treat-  
ment. Reverse side: "You Can't Hold a Memory  
in Your Arms." Blackie Record  
B-1120.

★ ★ ★

## NEWS-MAKING BLUEBIRD HITS!!

"Beneath" and "I Threw a Kiss in the  
Ocean" SHEP WELLES and his  
orchestra. B-1147.

"Don't Sit Under the Apple Tree"  
and "The Lullabyer's Sonnet"  
GLENN MILLER and his orchestra.  
B-1147.

"SKYLARK"—by Glenn Miller,  
B-1148; Dinah Shore, B-1143; Earl  
Hines, B-1152.

To help your customers to  
keep going with music—

order these hits from your

## VICTOR-BLUEBIRD RECORD

distributor today





## The Billboard

## RECORD BUYING GUIDE—PART 1

for the seventh consecutive week says

"GOING STRONG!"

And—

## The Billboard

## MUSIC POPULARITY CHART

shows that this terrific tune is taking top place from COAST TO COAST!

Mr. Operator!

Continue to hold a place

in every music machine for

## MOONLIGHT COCKTAIL

It's still a best-seller in Music Machine Records—in Retail Records—and in Sheet Music, Nationally, in the East, Midwest, West Coast and South! Just pick your artist—they're all recording MOONLIGHT COCKTAIL!

- GLEN MILLER Bluebird 11401
- TOMMY TUCKER Okeh 6526
- GLEN GRAY Decca 4114
- BING CROSBY Decca 4184
- HORACE HEIDT Columbia 36512
- JOE BECKMAN Victor 27810
- DOLLY DAWN Elio 5017

Jewel MUSIC PUBLISHERS

1674 BROADWAY, NEW YORK

THE NEW "COUNTRY TUNE" SINGERS—BENNETT TURNER

## WALKING THE FLOOR OVER YOU

DICK ROBERTSON

DECCA No. 4189

BOB ATTNER LINDSEY TURNER  
Okeh No. 6496 Decca No. 5958

AMERICAN MUSIC, INC.

1214 N. La Salle St. Hollywood, Calif.

## RECORD BUYING GUIDE—PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

## ● POSSIBILITIES ●

These Records and Songs show indications of becoming popular. Material is from Automatic Phonographs. Listings are based upon Radio Performance, sheet music sales, information from Music Publishers to the editors, importance of songs in their catalogs, and upon the judgment of The Billboard's Music Department.

IF YOU ARE BUT A DREAM ..... BENNY DODGE (The Star) ..... Bluebird 4121  
TEDDY POWELL (Peggy Maes) ..... Bluebird 15116  
ERICA MADONIGRA (Peggy Maes) ..... Victor 27159

Adapted from a work of Anton Dolin, this ballad has all the flavor of romance. The two stars, Miss Maes and Mr. Powell, are a good team. In our list and to other "Theatricality" hits. "The Star" and "The Star" are in the same category, and should not be overlooked. Long may they reign.

WE'LL MEET AGAIN ..... BENNY GOODMAN (Peggy Maes) ..... Bluebird 4121  
RALPH MONTGOMERY (Peggy Maes) ..... Victor 27159

A non-cleaved ballad with plenty on the ball both as to melody and lyrics, this tune has found favor from radio bands and now gets exceptionally good treatment on the record. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

FOR YOU ..... TOMMY DODGE (The Star) ..... Victor 27159  
BING CROSBY (The Star) ..... Bluebird 4121  
ERICA MADONIGRA (Peggy Maes) ..... Victor 27159

Another potential hit from E. D. Doherty's "Ship Ahoy" is, this time in the same key, with an extremely catchy melody. Doherty's melody, at times, changes up in the ballad, but is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

HERE YOU ARE ..... FREDDY MARTIN (The Star) ..... Bluebird 4121  
CLIN GRAY (The Star) ..... Bluebird 4121  
TOMMY DODGE (The Star) ..... Victor 27159

This is one of the best ballad compositions of the season and, as such, deserves another listing. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

## ● THE WEEK'S BEST RELEASES ●

These Records have the Strongest Chance for Success among the Past Week's Releases by The Music Company. Listings are based upon Commercial rather than Musical Value. There are not artistic pretensions, but merely the opinion of The Billboard's Music Department.

MY BUDDY ..... ALVING RAY (The Star) ..... Bluebird 4121

A fairly well known of the last World War, this song has found favor in the hearts of the public. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

WE'LL MEET AGAIN ..... RALPH MONTGOMERY (Peggy Maes) ..... Victor 27159

This kind is definitely big tune and belongs to the song that is also big tune. This may be the greatest that will give the band a new hit in the future. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

YOU'RE TOO GOOD FOR ME ..... HARRY JAMES (The Star) ..... Columbia 36184

As a new version of a ballad and old song, this one has found favor in the hearts of the public. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

IF YOU ARE BUT A DREAM ..... BENNY DODGE (The Star) ..... Bluebird 4121

It looks very much as if "Theatricality" will have to move over and make room on the 31st position for Anton Dolin. This lovely ballad is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

THE LAST CALL FOR LOVE ..... JAN CARRER (The Star) ..... Bluebird 4121

Based on the beautiful "The Star" ballad, this one has found favor in the hearts of the public. It is a good one. The melody is a good one, and the lyrics are a good one. It is a good one.

There are previous listings under:

PART ONE of the Record Buying Guide contains records which are being sent to the Billboard by the Music Company. It is a good one.



The Sweetest MUSIC THIS SIDE OF HEAVEN on these DECCA records

4208 THE TALE OF PETER AND THE WOLF backed by WHO WOULDN'T LOVE YOU

4278 JOHNNY DOUGHOY FOUND A ROSE IN IRELAND backed by BLESS 'EM ALL

On the Air For Decca Records, Please Buy Records, 8:15 P.M. CDS—Direct to Dealer, Currently on Theater Tour

MADE IN U.S.A. MUSIC CORPORATION OF AMERICA 1234 N. W. 1st St. NEW YORK, N.Y.

WANTED 100,000 USED RECORDS

WE PAY HIGHEST PRICES

With or without jackets. Can give old records, instruments, etc. or any other. Give us an idea of how many you've got, type and condition. We'll make you a spot cash offer that will more than pay you for your trouble.

WRITE, WIRE OR PHONE ROL'S RECORD STORE 311 S. Wabash Ave., Chicago, Ill.











# Last Call

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at Pre-War Prices**

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Billboard**

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STREET ..... ☐ EXTEND

CITY ..... STATE .....

**ORDER Today AND SAVE!**



**SOLDIERS  
★  
SAILORS  
★  
MARINES**

Ask your friends to send *The Billboard* to you at the HALF-PRICE subscription rate for men in the armed forces.



# COINIES ... Suburban areas lose coin machine patrons to armed forces ... Legal requirements make a difference in Minneapolis and St. Paul

South in a Series of  
City Market Reports

By JACK WEINBERG,

MINNEAPOLIS, April 25.—Business in the Twin Cities is booming at a rate Minneapolis and St. Paul have not experienced in many years, thanks to the booming war industries that are coming this way.

In recent six weeks, increases were announced during 1941. Then, in 1942, with the country at war, the increases are even steeper. In 1941, the city's two companies, with a population of nearly 750,000—nearly half a million in Minneapolis and 350,000 in St. Paul—was a far shot in facing the business situation coming to the area. But now that it has come, the city is coping and almost as large as ever.

An indication of how war industries have helped this area is contained in the estimated report that 50,000 to 70,000 additional persons are believed to have been given employment in the Twin Cities because of government activities. Of course, selective service and enlistment in all branches of the service have added many young men from the north to Minneapolis and St. Paul. However, their number, their pay, and their needs are far beyond the war work of the city as yet played an effective part in keeping the area, which is expected to double before very long, from reverting to the two communities will not be treated to

some extent.

Before Pearl Harbor, industries in Minneapolis and St. Paul were showing strong upward trends. Figures released by The Machine and the Minneapolis Civic and Commerce Association indicate that the wholesale business alone in Minneapolis reached up to 35 per cent increase in volume over 1940 to reach the high figure of \$90,000,000 for 1941. The St. Paul wholesale business volume was estimated at \$200,000,000 for 1941. Retail business showed an increase of 13 per cent in 1941 over 1940. In Minneapolis County, of which Minneapolis is the principal city, retail trade last year hit \$140,000,000. The figure for Ramsey County, with St. Paul as the head office, for the same period was \$107,000,000.

## Big Pay-Roll Increase

Figures just released by Victor Christensen, director of the Minnesota anti-unemployment division, showed that Minneapolis, with pay rate in excess of half a billion dollars annually during the past two years, showed a 20 per cent increase in wages paid during 1941 as compared with 1940. Nearly half of the total pay roll in 1941 was in the manufacturing industry and more than half was paid in cash. The pay roll was reported in the Twin Cities area, which showed an increase corresponding to that in the State as a whole.

More into the figures as released by Christensen's office: All industries in the State, for the same period, showed a compensation level of \$490,871,980 in 1941; \$490,871,980 in 1940. Minneapolis industries paid out \$140,000,000 in 1941, a 20 per cent gain over 1940. Figures for St. Paul were not available.

Other last-minute figures, which carry part of the story for the Twin Cities area. Here are some, as made available by the local department at the Minneapolis Civic and Commerce Association and the St. Paul Association of Commerce.

Minneapolis, the 14th largest city in the United States, is the home of the Federal Reserve Bank for the North. The Federal Reserve Bank, which was organized in 1914, is a member of the Minneapolis Civic and Commerce Association and the St. Paul Association of Commerce.

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and a 20 per cent over 1940, while the dollar value against that of 1940 and was 11 per cent ahead of \$200,000; and coal trucks, which were 20 per cent better than 1939-41 but 8 per cent over 1940, while postal receipts showed a 15 per cent increase over 1939-41 and 10 per cent over 1940.

## Theaters Recently Improved

In 1940, show business in Minneapolis and St. Paul showed very little, if any, increase in gross figures at the box office as compared with that of the year before. However, since the Pearl Harbor attack by the Japanese, show business has recovered a great deal and the size of which has not been experienced in this territory for quite some period.

To date, according to the best available information from persons intimately engaged in the theater field in the Twin Cities, long business in both Minneapolis and St. Paul, since December 7 last, have shown a 40 per cent increase in gross figures. At the same time, movie theaters in both cities have started up to 30 to 35 per cent increase in business per period a week ago.

In the midday territory, however, theaters are showing a decrease in business. This is assumed when one considers that war industries have been given priority preference to emerge on the Twin Cities looking for work and getting it. "Local Social" and "Local Business" are being in the metropolitan section of Minnesota, with recreation and entertainment when away from the city.

At the same time right about, however, local business is showing a very slight increase. This is assumed when one considers that war industries have been given priority preference to emerge on the Twin Cities looking for work and getting it. "Local Social" and "Local Business" are being in the metropolitan section of Minnesota, with recreation and entertainment when away from the city.

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# WE'LL SEE THIS THRU...

**F**RIDAY, May 1, 1942, marks the official beginning of a new day of achievement for the Coin Machine Manufacturing Industry. It is not the end of the industry, as some of its opponents have supposed, but it is the official starting line on which the manufacturing industry goes all-out for helping Uncle Sam to win the war.

Our job is clearly defined; we know what we have to do and we are going to do it... produce our share of the tools necessary to carry the fight to the enemy and beat him to his knees.

To do this calls for our dedicating ourselves, our facilities, our abilities to the all-important job of **WINNING THE WAR.**

## For the Duration We Pledge Ourselves:

1. To co-operate with the Government in every possible way toward the winning of a complete victory.
2. To maintain our associational facilities, as far as means permit, for the benefit of the coin machine industry and for co-operation with operators' associations in every way possible.
3. To keep faith with the industry and work for its best interests as time and means permit.

Our industry is still very much alive and we are proud to be a part of it. We are proud that so many of our engineers and skilled workmen are now helping make the tools and munitions to keep us free. There will be hardships ahead for all of us, but it will be cushioned by the knowledge that we will win.

America—and the Democracies—have been good to the Coin Machine Industry and we are glad that we have been called upon to help win the war.

To the operators and distributors, their families and employees, we as individual firms and in our organized capacities, pledge our loyalty to you and to the industry.

## COIN MACHINE INDUSTRIES, Inc.

DAVE GOTTlieb, President      JAMES A. GILMORE, Secretary-Manager

SHERMAN HOTEL, SUITE 324, CHICAGO, ILLINOIS

























## SERVING IN THE LINE BEHIND THE LINE

Fully, does Our Nation realize Industry's task in achieving a victory. More fully does Our Nation realize the great contribution that "these heroes of the production line" are making to victory. High morale is important to the tremendous job they have so wholeheartedly undertaken . . . keeping this morale at a high pitch is a job that music feels privileged to do!

Recognizing music as a "morale lifter upper," many industrial plants, throughout the nation, are making music available to their workers. Seeburg Music Systems are destined to play a big part in supplying music to Industry. Music affords the war workers mental and physical relaxation so necessary to high morale . . . so necessary to geared up production.

Music is proud of this assignment . . . an assignment we will fulfill with every resource at our command . . . to keep "Serving In the Line Behind the Line."

To Go Ahead . . . Go  
**Seeburg**

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

*Remember! Your Seeburg equipment is built for many years of dependable service! Take care of it and it will take care of you!*



# ENING NEWS

WEDNESDAY, APRIL 22, 1942

FORTY-SIX PAGES

COMPLETE  
FINANCIAL  
Closing Prices on Page 16

PRICE THREE CENTS

## WURLITZER VICTORY MODEL 950 STOCKS DWINDLE AS MUSIC MERCHANTS BUY FOR DURATION

High Earning Record Of Deluxe Wurlitzer  
Instrument Stimulates Unprecedented  
Last Minute Demand

## ORDER YOURS **NOW**

Every Music Merchant who has owned and operated Wurlitzer Victory Model 950's KNOWS they'll out-earn any phonograph ever built. Now that the supply of Wurlitzer 950's is limited there is a tremendous demand for these mag-

nificent money makers. That's why Wurlitzer issues this warning. If you want "950's" you want to move fast. See your Wurlitzer Distributor today.

The Rudolph Wurlitzer Company, North Tonawanda, New York.



**WURLITZER - A NAME FAMOUS IN MUSIC FOR  
OVER TWO HUNDRED YEARS**

